

**AMENDMENTS TO THE CLAIMS**

Please amend the claims as follows.

1. (Currently Amended) A mobile information system comprising:  
a plurality of mobile units;  
a subscription server in communication with said plurality of mobile units;  
a client subscription manager operable on said subscription server for compiling a data feed for each one of said plurality of mobile units, said data feed comprising channel data that is updated over time such that updated channel data is provided over time for storage in a feed store on each one of said plurality of mobile units for each one of a plurality of channels subscribed to by each one of said plurality of mobile units;  
one interactive multimedia runtime container (iMRC), operable on a display of said plurality of mobile units, for said each one of said plurality of channels subscribed to; and  
a channel application, operable within said one iMRC, for presentation of one of said plurality of channels subscribed to, wherein said channel application presentation uses said updated channel data from said feed store data feed to display one of said plurality of channels subscribed to.
  
2. (Canceled)
  
3. (Previously Presented) The mobile information system of claim 1 further comprising:  
a navigation component on each of said mobile units for translating navigation movements entered by a user into navigation signals, wherein said navigation signals control at least one of:  
navigation between ones of said plurality of channels; and  
navigation within rich media information displayed within said each one of said plurality of channels.

4. (Currently Amended) The mobile information system of claim 1 further comprising:

a user interface application on said plurality of mobile units for receiving input from a user related to at least one of:

subscription to one or more of said plurality of channels; and

user preferences for information to be presented in said each of said plurality of channels subscribed to.

5. (Currently Amended) The mobile information system of claim 1 ~~further comprising:~~  
~~a feed store located within each of said plurality of mobile units,~~ wherein said feed updated  
channel data is stored associated with each corresponding one of said plurality of channels subscribed to.

6. (Currently Amended) The mobile information system of claim 5 wherein said updated channel data stored in said feed store is accessible only by said each corresponding one of said plurality of channels.

7. (Previously Presented) The mobile information system of claim 1 further comprising:

a signaling engine located within each of said plurality of mobile units, wherein said signaling engine monitors for signals transmitted by said subscription server.

8. (Previously Presented) The mobile information system of claim 7 wherein said signals transmitted by said subscription server indicate availability of an updated data feed.

9. (Previously Presented) The mobile information system of claim 8 wherein said mobile device transmits a request for said updated data feed upon receipt of said signals.

10. (Previously Presented) The mobile information system of claim 1 further comprising:

a transaction manager located within each of said plurality of mobile units, wherein said transaction manager transmits information received from a user to said subscription server.

11. (Previously Presented) The mobile information system of claim 10 wherein said information received from said user comprises at least one of:

user preferences concerning display of plurality of channels subscribed to; and  
user requests for subscribing to another one of said plurality of channels.

12. (Currently Amended) The mobile information system of claim 1 further comprising:  
a push engine on said plurality of mobile units for separating said data feed into data chunks corresponding to channel data for each one of said plurality of channels subscribed to.

13. (Previously Presented) The mobile information system of claim 1 wherein said channel application is downloaded from said subscription server on subscription to one of said plurality of channels.

14. (Previously Presented) The mobile information system of claim 13 wherein updates to said channel application are downloaded from said subscription server.

15. (Previously Presented) The mobile information system of claim 1 wherein said subscription server transmits one or more system feeds for providing system data.

16. (Previously Presented) The mobile information system of claim 15 wherein said system data provides channel data for displaying one or more system channels.

17. (Previously Presented) The mobile information system of claim 16 wherein said one or more system channels comprises one or more of:

a channel listing providing information on each of said plurality of channels available for subscription;

a headline channel for displaying a summary of each of said plurality of channels subscribed to, said summary displayed in a single channel;

a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system;

visual elements of said iMRC; and

a game channel.

18. (Previously Presented) The mobile information system of claim 16 wherein said one or more system feeds are accessible only by said one or more system channels.

19. (Currently Amended) A system for providing a plurality of rich media channels comprising:

a stream of channel data describing information presented in said plurality of rich media channels, wherein said channel data is updated over time such that updated channel data is provided over time for storage one or more mobile devices;

a mobile device receiving said stream of channel data, said mobile device comprising:

a display;

a rich media runtime container operable on said display;

a plurality of channel applications operable within said rich media runtime container, wherein each of said channel applications uses said updated channel data from a channel data storage within the mobile device for presenting said information;

a navigation element manually operable by a user to navigate through said plurality of rich media channels; and

[[a]] the channel data storage on said mobile device for each one of said plurality of rich media channels for storing current channel data associated with said each one of said plurality of rich media channels.

20. (Canceled)

21. (Previously Presented) The system of claim 20 wherein access to said channel data associated with said each one of said plurality of rich media channels is restricted to said each one of said plurality of rich media channels.

22. (Previously Presented) The system of claim 20 further comprising:

a push engine application on said mobile device for separating said stream of channel data for each of said plurality of rich media channels and storing said separate channel data in said channel data storage.

23. (Previously Presented) The system of claim 19 further comprising:  
a channel application storage on said mobile device for storing a rich media application  
defining the visual experience of each of said plurality of rich media channels.

24. (Previously Presented) The system of claim 23 wherein said stream of channel  
data also comprises application data defining said channel application.

25. (Previously Presented) The system of claim 24 wherein said application data one  
of:

updates said channel application; and  
initiates said channel application.

26. (Currently Amended) The system of claim 19 further comprising:  
a user interface on said plurality of mobile units for receiving input from a user relating  
to one of:

subscribing to one or more of said plurality of rich media channels;  
unsubscribing to one or more of said plurality of rich media channels subscribed  
to; and

user preferences of information presented in said one or more of said plurality of  
rich media channels subscribed to.

27. (Previously Presented) The system of claim 19 wherein a first page of each of  
said plurality of rich media channels subscribed to is sequentially displayed on said display when  
no activity has been detected by a user for a predefined period of time.

28. (Previously Presented) The system of claim 20 wherein a rich media subscription  
server updates said channel data stored in said channel data storage.

29. (Previously Presented) The system of claim 28 wherein said updates are initiated by at least one of:

- said mobile device; and
- said rich media subscription server.

30. (Previously Presented) The system of claim 29 wherein an option is presented to said user for selecting an interval in which to poll said rich media subscription server for said updates.

31. (Previously Presented) The system of claim 19 further comprising:  
one or more streams of system data describing information related to operation of said system, wherein said system data is accessible by one or more system channels.

32. (Previously Presented) The system of claim 31 wherein said system data relates to at least one of:

- a discovery channel providing information on each of said plurality of rich media channels available for subscription;
- a now playing channel for displaying a summary of each of said plurality of rich media channels subscribed to, said summary displayed in a single channel;
- a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system;
- visual elements of said rich media runtime container; and
- a game channel.

33. (Previously Presented) The system of claim 19 further comprising:  
an information navigation element for navigating information presented in said plurality of rich media channels.

34. (Currently Amended) A method for presenting a plurality of dynamic multimedia information channels (DMIC) on a mobile device comprising:

compiling a stream of data at a dynamic information subscription server, wherein said stream of data comprises channel data related to ones of said plurality of DMIC subscribed to by a user of said mobile device, wherein said channel data is updated over time such that updated channel data is provided over time;

receiving said stream of data at said mobile device; and

running a channel program within an interactive multimedia runtime (iMR) on a display of said mobile device, wherein said channel program corresponds to each of said plurality of DMIC, wherein said channel program uses updated channel data stored in a feed store on said mobile device, said feed store comprising updated channel data received in the stream of data compiled by the dynamic information subscription sever.

35. (Previously Presented) The method of claim 34 further comprising:

navigating through said each of said plurality of DMIC responsive to navigation movements received from a user of said mobile device; and

navigating through information presented in said DMIC responsive to in-channel navigation movements received from said user of said mobile device.

36. (Previously Presented) The method of claim 34 further comprising:

separating channel-specific data chunks of said channel data from said stream of data; and

populating said running channel program with channel data from said stream of data.

37. (Previously Presented) The method of claim 36 further comprising:

storing said channel-specific data chunks of said channel data on said mobile device.

38. (Previously Presented) The method of claim 37 further comprising:

restricting access to said channel-specific data chunks to corresponding ones of said plurality of DMIC.

39. (Previously Presented) The method of claim 34 further comprising:  
presenting subscriptions options to said user for said plurality of DMIC;  
responsive to selections made by said user, communicating subscriptions selections to a multimedia information server.

40. (Previously Presented) The method of claim 39 further comprising:  
downloading said channel application corresponding to ones of said plurality of DMIC subscribed to by said user.

41. (Previously Presented) The method of claim 34 further comprising:  
updating said channel data according to an update system; and  
updating said channel application according to an update system.

42. (Previously Presented) The method of claim 41 wherein said update system comprises one or more of:

receiving said updates directly from said dynamic information subscription server when changes to one of said channel data and said channel application are detected; and

receiving said updates responsive to a request from said mobile device, wherein said request is issued according to one of:

an update available signal received from said dynamic information subscription server; and

passing of a predetermined period of time.

43. (Previously Presented) The method of claim 42 wherein said user designates said predetermined period of time.

44. (Previously Presented) The method of claim 34 further comprising:  
receiving user preferences from said user at said mobile device; and  
communicating said user preference to said dynamic information subscription server for  
tailoring said stream of data to said user preference.

45. (Previously Presented) The method of claim 34 further comprising:  
receiving one or more streams of system data at said mobile device; and  
displaying one or more system channels using said system data.

46. (Previously Presented) The method of claim 45 further comprising:  
restricting access to said system data to said one or more system channels.

47. (Previously Presented) The method of claim 45 wherein said one or more system  
channels comprise one or more of:

a channel listing providing information on each of said plurality of channels available for  
subscription;

a headline channel for displaying a summary of each of said plurality of channels  
subscribed to, said summary displayed in a single channel;

a promotions channel for displaying one or more promotions directed to a plurality of  
subscribers to said mobile information system;

visual elements of said iMR; and

a game channel.

48. (Currently Amended) A method for experiencing interactive multimedia information on a mobile unit comprising:

interacting with a user interface of said mobile unit to subscribe to one or more channels having interactive multimedia content;

displaying one of said one or more channels on a display of said mobile unit, wherein displaying one of said one or more channels comprises retrieving updated channel data from a feed store on the mobile unit, wherein the updated channel data is updated over time and received over time for storage in the feed store; and

manipulating a navigational mechanism on said mobile unit to explore said interactive multimedia content on one of said one or more channels.

49. (Previously Presented) The method of claim 48 further comprising:

interacting with said user interface of said mobile unit to enter preferences applicable to said one or more channels subscribed to.

50. (Currently Amended) The method of claim 48 further comprising:

automatically receiving the updated channel data as content updates for said one or more channels subscribed to.

51. (Currently Amended) The method of claim [[48]] 50 further comprising:

receiving said content updates directly from an enhanced subscription server when changes to one of said one or more channels is detected; and

receiving said content updates responsive to a request from said mobile unit, wherein said request is issued according to one of:

an update available signal received from said enhanced subscription server; and  
passing of a predetermined period of time.

52. (Previously Presented) The method of claim 48 further comprising:

receiving a subscriber-specific stream of channel data from an enhanced subscription server; and

storing said channel data in a channel-specific memory address.

53. (Previously Presented) The method of claim 52 further comprising:  
restricting access to said channel data to ones of said one or more channels associated with said channel data.

54. (Previously Presented) The method of claim 52 further comprising:  
using subscription information entered during said interacting to compile said subscriber-specific stream of channel data.

55. (Previously Presented) The method of claim 52 further comprising:  
using said preferences to compile said subscriber-specific stream of channel data.

56. (Previously Presented) The method of claim 48 further comprising:  
running an interactive multimedia runtime container (iMRC) for each of said one or more channels displayed on said mobile unit.

57. (Previously Presented) The method of claim 56 further comprising:  
combining said channel data and channel application logic in said iMRC to display said one or more channels.

58. (Previously Presented) The method of claim 57 wherein said channel application logic comprises one of:

application logic preexisting on said mobile unit; and

application logic downloaded from said enhanced subscription server upon subscription to one of said one or more channels.

59. (Previously Presented) The method of claim 57 further comprising: automatically receiving logic updates for said channel application logic.

60. (Previously Presented) The method of claim 48 further comprising: receiving at least one stream of system channel data at said mobile unit; and displaying at least one system channel using said system channel data.

61. (Previously Presented) The method of claim 60 further comprising: restricting access to said system channel data to said at least one system channel.

62. (Previously Presented) The method of claim 60 wherein said at least one system channel comprise at least one of:

a channel listing providing information on each of said one or more channels available for subscription;

a headline channel for displaying a summary of each of said one or more channels subscribed to, said summary displayed in a single channel;

a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system;

visual elements of said iMR; and

a game channel.

63. (Currently Amended) A system for viewing interactive rich media information on a mobile device comprising:

means for interacting with a user interface of said mobile device to subscribe to plurality of rich media channels having rich media content;

means for displaying one of said plurality of rich media channels on a display of said mobile device, wherein displaying one of said plurality of rich media channels comprises retrieving content updates from a feed store on the mobile device;

means for manipulating a navigation mechanism on said mobile device to explore said rich media content on one of said plurality of rich media channels;

means for receiving said content updates directly from an enhanced subscription server when changes to one of said plurality of rich media channels is detected; and

means for receiving said content updates responsive to a request from said mobile device, wherein said request is issued according to one of:

an update available signal received from said enhanced subscription server; and  
passing of a predetermined period of time.

64. (Previously Presented) The system of claim 63 further comprising:

means for interacting with said user interface of said mobile device to enter preferences applicable to said plurality of rich media channels subscribed to.

65. (Previously Presented) The system of claim 63 further comprising:

means for automatically receiving content updates for said plurality of rich media channels subscribed to.

66. (Canceled)

67. (Previously Presented) The system of claim 63 further comprising:

means for receiving a subscriber-specific stream of channel data from an enhanced subscription server; and  
means for storing said channel data in a channel-specific memory.

68. (Previously Presented) The system of claim 67 further comprising:  
means for restricting access to said channel data to ones of said plurality of rich media channels associated with said channel data.

69. (Previously Presented) The system of claim 67 further comprising:  
means for using subscription information entered during execution of said means for interacting to compile said subscriber-specific stream of channel data.

70. (Previously Presented) The system of claim 67 further comprising:  
means for using said preferences to compile said subscriber-specific stream of channel data.

71. (Previously Presented) The system of claim 63 further comprising:  
means for running an interactive multimedia runtime container (iMRC) for each of said plurality of rich media channels displayed on said mobile device.

72. (Previously Presented) The system of claim 71 further comprising:  
means for combining said channel data and channel application logic in said iMRC to display said plurality of rich media channels.

73. (Previously Presented) The system of claim 72 wherein said channel application logic comprises one of:  
application logic preexisting on said mobile device; and

application logic downloaded from said enhanced subscription server upon subscription to one of said plurality of rich media channels.

74. (Previously Presented) The system of claim 72 further comprising:  
means for automatically receiving logic updates for said channel application logic.

75. (Previously Presented) The system of claim 63 further comprising:  
means for receiving at least one stream of system channel data at said mobile device; and  
means for displaying at least one system channel using said system channel data.

76. (Previously Presented) The system of claim 75 further comprising:  
means for restricting access to said system channel data to said at least one system channel.

77. (Previously Presented) The system of claim 75 wherein said at least one system channel comprise at least one of:

a channel listing providing information on each of said plurality of rich media channels available for subscription;

a headline channel for displaying a summary of each of said plurality of rich media channels subscribed to, said summary displayed in a single channel;

a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system;

visual elements of said iMR; and

a game channel.

78. (Currently Amended) A mobile rich media information system comprising:

an enhanced subscription server configured to retrieve information from at least one of a plurality of Internet sources and compile at least one subscriber-specific data stream for a mobile device based upon channel subscription information associated with the mobile device, the channel subscription information comprising a channel selection;

wherein the at least one subscriber-specific data stream comprises channel content data for populating one of a plurality of channels corresponding to the channel selection, wherein the channel content data is updated over time such that updated channel content data is provided over time; and

wherein the mobile device is configured to display the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels, the interactive multimedia runtime container residing within the mobile device, wherein displaying the channel content data comprises using updated channel content data from a feed store on the mobile device.

79. (Previously Presented) The system of claim 78, wherein the enhanced subscription server is configured to transmit a signal to the mobile device to indicate an availability of updated channel content data.

80. (Previously Presented) The system of claim 78, wherein the enhanced subscription server is configured to receive a channel content data request from the mobile device and to transmit updated channel content data to the mobile device.

81. (Previously Presented) The system of claim 78, wherein the at least one subscriber-specific data stream comprises channel application data associated with the one of the plurality of channels corresponding to the channel selection, the channel application data being operable to modify the visual appearance provided to the channel content data by the interactive multimedia runtime container.

82. (Previously Presented) The system of claim 81, wherein the enhanced subscription server is configured to transmit a signal to the mobile device to indicate an availability of updated channel application data.

83. (Previously Presented) The system of claim 81, wherein the enhanced subscription server is configured to receive a channel application data request from the mobile device and to transmit updated channel application data to the mobile device.

84. (Currently Amended) A mobile rich media information method comprising:

receiving, at an enhanced subscription server, channel subscription information associated with a mobile device, the channel subscription information comprising a channel selection;

gathering channel content data from at least one of a plurality of Internet sources, the channel content data corresponding to the channel selection;

compiling at least one subscriber-specific data stream for the mobile device, the at least one subscriber-specific data stream comprising the channel content data, wherein the channel content data is updated over time such that updated channel content data is provided over time; and

transmitting the at least one subscriber-specific data stream to the mobile device, the mobile device being configured to populate one of a plurality of channels corresponding to the channel selection with the channel content data and to display the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels and residing within the mobile device, wherein the mobile device displaying the channel content data comprises using updated channel content data from a feed store on the mobile device.

85. (Previously Presented) The method of claim 84, further comprising transmitting, from the enhanced subscription server, a signal indicating an availability of updated channel content data to the mobile device.

86. (Previously Presented) The method of claim 84, further comprising:

receiving, at the enhanced subscription server, a channel content data request from the mobile device; and

transmitting updated channel content data to the mobile device.

87. (Previously Presented) The method of claim 84, wherein the at least one subscriber-specific data stream comprises channel application data associated with the one of the plurality of channels corresponding to the channel selection, the channel application data being operable to modify the visual appearance provided to the channel content data by the interactive multimedia runtime container.

88. (Previously Presented) The method of claim 87, further comprising transmitting, from the enhanced subscription server to the mobile device, a signal indicating an availability of updated channel application data.

89. (Previously Presented) The method of claim 87, further comprising:  
receiving, at the enhanced subscription server, a channel application data request from the mobile device; and  
transmitting updated channel application data to the mobile device.

90. (Currently Amended) A mobile rich media information system comprising:

a mobile device configured to receive at least one subscriber-specific data stream from an enhanced subscription server, the at least one subscriber specific data stream being compiled by the enhanced subscription server based upon information retrieved from at least one of a plurality of Internet sources and based upon channel subscription information associated with the mobile device, the channel subscription information comprising a channel selection;

wherein the at least one subscriber-specific data stream comprises channel content data for populating one of a plurality of channels corresponding to the channel selection, wherein the channel content data is updated over time such that updated channel content data is provided over time; and

wherein the mobile device is configured to display the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels and residing within the mobile device, wherein the mobile device displays the channel content data using updated channel content data from a feed store on the mobile device.

91. (Previously Presented) The system of claim 90, the mobile device further comprising a signaling engine configured to monitor a signal transmitted by the enhanced subscription server indicating an availability of updated channel content data.

92. (Previously Presented) The system of claim 90, wherein the at least one subscriber-specific data stream comprises channel application data associated with the channel selection, the channel application data being operable to modify the visual appearance provided to the channel content data by the interactive multimedia runtime container.

93. (Previously Presented) The system of claim 92, the mobile device further comprising a signaling engine configured to monitor a signal transmitted by the enhanced subscription server indicating an availability of updated channel application data.

94. (Previously Presented) The system of claim 90, the mobile device further comprising a plurality of channel data storage units, each of the plurality of channel data storage units being associated with a corresponding one of the plurality of channels subscribed to by the mobile device.

95. (Previously Presented) The system of claim 94, the mobile device further comprising a push engine for allocating channel content data received from the enhanced subscription server into corresponding ones of the plurality of channel data storage units associated with each of the plurality of channels.

96. (Currently Amended) A mobile rich media information method comprising:  
transmitting, to an enhanced subscription server, channel subscription information associated with a mobile device, the channel subscription information comprising a channel selection;  
receiving, at the mobile device, at least one subscriber-specific data stream comprising channel content data compiled by the enhanced subscription server from at least one of a plurality of Internet sources, the channel content data corresponding to the channel selection;  
populating one of a plurality of channels corresponding to the channel selection with the channel content data, wherein the channel content data is updated over time such that updated channel content data is provided over time; and  
displaying the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels and residing within the mobile device, wherein displaying the channel content data comprises using updated channel content data from a feed store on the mobile device.

97. (Previously Presented) The system of claim 96, further comprising receiving, from the enhanced subscription server to the mobile device, a signal indicating an availability of updated channel content data.

98. (Previously Presented) The system of claim 96, further comprising transmitting, to the enhanced subscription server, a channel content data request; and receiving the updated channel content data at the mobile device.

99. (Previously Presented) The method of claim 96, wherein the at least one subscriber-specific data stream comprises channel application data associated with the one of the plurality of channels.

100. (Previously Presented) The method of claim 99, further comprising modifying the visual appearance provided to the channel content data by the interactive multimedia runtime container based upon the channel application data.

101. (Previously Presented) The system of claim 99, further comprising receiving, from the enhanced subscription server, a signal indicating an availability of updated channel application data.

102. (Previously Presented) The system of claim 99, further comprising: transmitting, to the enhanced subscription server, a channel application data request; and receiving updated channel application data at the mobile device.